



### Bright Ultra-wide F/1.8 lens



- 24mm Ultra wide, Schneider-KREUZNACH Lens
- Ultra Sensitive 10.0M 1/1.7" CCD
- Rotating 3.0" VGA AMOLED Display
- RAW File Format
- Full Manual Mode

**FREE GIFT** • 2 x 8GB Card • Samsung Camera Case • 1 extra lithium battery

Save **\$150** on accessories with purchase of **EX1**



Wide Conversion Lens  
EA-LWCX01 (U.P. \$299)  
Now: **\$149**



Optical View Finder  
EA-OVF1 (U.P. \$299)  
Now: **\$149**

### High Zoom, Ultra Wide Angle



**New Arrival!**  
**WB210 \$499**

- 14 Megapixels
- 21mm Ultra Wide Angle Lens
- 12X Optical Zoom
- HD Video Recording
- Smart Touch 3.0 and Smart Filter 2.0

**FREE GIFT** • 2 x 8GB microSD Card • Samsung Camera Case



### Ultra Zoom GPS Camera



**WB650 \$499**  
(U.P. \$559)

- 12 Megapixels
- 24mm Ultra Wide Schneider-KREUZNACH Lens
- 15X High Zoom
- Built-in Map viewer with GPS
- 3.0" VGA AMOLED Display

**FREE GIFT** • 1 x 16GB Card • Samsung Camera Case • 1 extra lithium battery



"Like" **Samsung Cameras Singapore** to get updates on our latest promotions, contests and photography tips.

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### Shoot in Full HD – Professional performance



**New Arrival!**

**HMX-H304 \$1,099**

- 16GB SSD storage + SDHC slot
- 1920 x 1080 Full HD Video Recording
- 1.75 Megapixels, BSI CMOS Sensor (Back Side Illuminated)
- 30X optical zoom, in Schneider Kreuznach Varioplan-HD
- Record Pause (Easy video record and edit)
- Long battery life (3hrs)

**FREE GIFT** • 2 x 16GB Card • Samsung carrying case • Tripod • 1 extra lithium battery



**New Arrival!**

**HMX-H300 \$949**

- 1920 x 1080 Full HD Video Recording
- 1.75 Megapixels, BSI CMOS Sensor (Back Side Illuminated)
- 30X optical zoom, in Schneider Kreuznach Varioplan-HD
- Record Pause (Easy video record and edit)
- Long battery life (3hrs)

**FREE GIFT** • 2 x 16GB Card • Samsung carrying case • Tripod • 1 extra lithium battery

### Ultra-Compact Full HD Camcorders



**New Arrival!**

**HMX-Q10 \$799**

- Full HD Recording (1080p)
- 2 Megapixels
- 10X Optical Zoom
- BSI CMOS Sensor
- 1-Button Operation (Switch Grip)
- 2.7" Touch LCD

**FREE GIFT** • 2 x 16GB Card • Samsung carrying case • Tripod • 1 extra lithium battery



**HMX-T10 \$699**

- 10X Optical Zoom, Schneider Kreuznach Varioplan HD lens
- 4.7 Megapixels photo (Capture still image while recording video)
- Active angle lens
- BSI CMOS sensor (Back Side Illuminated)
- Smart OIS and Smart Auto
- 2.7" Touchscreen

**FREE GIFT** • 2 x 16GB Card • Samsung carrying case • Tripod • 1 extra lithium battery



**New Arrival!**

**SMX-F50 \$549**

- 52X Optical Zoom
- 1/6" CCD Sensor, 2 Megapixels
- Smart Playback - Auto Music Background
- Time-Lapse Recording, Record Pause Function
- SDHC/ SD Card
- 2.7" Touch Panel Display

**FREE GIFT** • 1 x 16GB Card • Samsung carrying case • Tripod • 1 extra lithium battery



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### Dual LCDs Camera

**ST700 \$459** **New Arrival!**

- 16.1 Megapixels
- HD Video Recording
- 1.8" Front LCD
- Easy Self Shot
- Smart Touch 3.0 & Smart Filter 2.0

**FREE GIFT** • 1 x 8GB microSD Card • Samsung Camera Case • 1 extra lithium battery

### Easier fingertip control Smart Touch 3.0



### Stylish 16.2MP with Smart Touch



**New Arrival!**

**ST6500 \$429**

- 16.2 Megapixels
- 26mm Wide Angle Lens
- Smart Touch 3.0
- Smart Filter 2.0
- HD Video Recording

**FREE GIFT** • 1 x 8GB microSD Card • 1 x 4GB microSD Card • Samsung Camera Case • 1 extra lithium battery



### Dual LCDs Camera



**New Arrival!**

**PL170 \$359**

- 16.1 Megapixels
- HD Video Recording (720p, 30fps)
- 1.5" Front LCD
- Magic Frame
- Smart Auto 2.0

**FREE GIFT** • 1 x 8GB microSD card • Samsung Camera Case • 1 extra lithium battery



### Slimmest 10X Optical Zoom



**New Arrival!**

**PL210 \$349**

- 14.2 Megapixels
- 27mm Wide Angle Lens
- 10X Optical Zoom
- HD Video Recording
- Smart Filter 2.0

**FREE GIFT** • 1 x 8GB microSD Card • Samsung Camera Case



### 16.5mm Ultra Slim Design



**New Arrival!**

**ST90 \$249**

- 14.2 Megapixels
- 26mm Wide Angle Lens
- HD Video Recording (720p, 30fps)
- Smart Auto 2.0 (Still & Movie)
- Smart Filter 2.0

**FREE GIFT** • 1 x 8GB microSD Card • Samsung Camera Case



### 17mm Slim Design



**New Arrival!**

**ST65 \$199**

- 14 Megapixels
- 5X Optical Zoom
- Smart Filter
- Smart Auto
- 2.7" TFT LCD

**FREE GIFT** • 1 x 8GB microSD Card • Samsung Camera Case

### Price Breaker



**Best Buy!**

**ES80 \$179**

- 12.2 Megapixels
- 5X Optical Zoom
- 27mm Wide Angle Lens
- Smart Auto
- Smart Album

**FREE GIFT** • 1 x 8GB Card • Samsung Camera Case • 1 extra lithium battery

Check for more colors



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# Samsung New Innovations



Smart Touch 3.0

**Easier**  
fingertip control



Smart Touch 3.0

Like apps on a touch-screen Smartphone, Samsung Smart Touch 3.0 integrates easy-to-operate touch-screen menus and functions. It offers convenience at your fingertip. Touch the icons on display to quickly launch options and applications that make capturing images, sharper and easier.



Smart Filter 2.0

Tilt & Shift lens effect adds a miniaturized look, and the Vignetting effect makes striking compositional contrasts. Smart Filter 2.0 has 12 different effects which include Soft Focus that softens the image's color tone; Half Tone Dots creates images like those in a comic book - It's now easier than ever to get creative.



Sound Alive

This feature enables clear sound recording by eliminating adaptor noises when the zoom is used during video capture. By eliminating adaptor noises from the recorded sound file, Samsung's Sound Alive feature allows you to record clear live sound when you capture videos.



Magic Frame

Simply select one of the 12 built-in Magic Frame templates. Point the camera at the subject you want, match it within the on-screen template and hit the shutter button. Your subject is now framed by a special mood and background – like magic.



ST700

WB210

ST6500



Available in Rose Gold, Burgundy Red, Silver & Black.

ST700



**NATIONAL GEOGRAPHIC**  
NX Series Gallery

Go to "Expert Gallery" in [www.samsungimaging.com](http://www.samsungimaging.com) to view photos taken by National Geographic photographers using Samsung NX series cameras.

## Mirrorless Interchangeable Lens System



**New Arrival!**

**NX11 \$999**  
18-55mm OIS i-Function lens



**TWIN LENS KIT Limited offer only!**  
**NX11 \$1,149**  
18-55mm OIS i-Function lens + 20mm i-Function lens

- 14.6 Megapixels with APS-C size CMOS Sensor
- i-Function Lens Compatible
- Fast & Precise AF
- Lens Priority, Sound Picture
- HD Movie Recording (720p)
- 3.0" AMOLED Display
- Panorama

**FREE GIFTS**  
worth up to \$250

- 1 X 8GB SD card
- Samsung Leather Jacket
- NX Workshop



**Students get extra battery & NX Carrying Case FREE! (worth over \$200)**

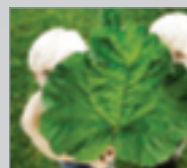


Four Thirds Group [Micro] 4/3



NX11 APS-C

Bigger size, higher quality  
Lower crop ratio than Four Thirds



Four Thirds Sensor



NX11 APS-C Size CMOS Sensor

Samsung NX11, unlike other cameras with Micro Four Thirds Sensor, has a high-performance APS-C size CMOS sensor (found in most professional DSLRs) that allows the capturing of high-quality images even during low-light situations.



Get wider perspective with no distortion

Capture amazing portraits and close-ups



20mm F2.8 Wide Angle Pancake Lens



Lens for action shooting



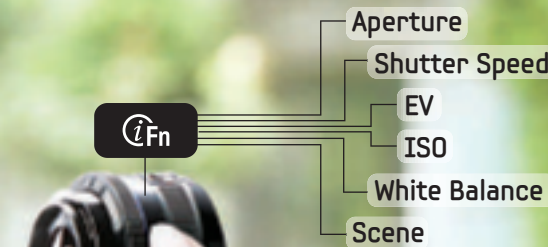
Tele Zoom Lens 50-200mm F4.0-5.6 ED OIS II



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## Picture perfection at your fingertips



Why Capture? Create!  
**Samsung NX100**

## Mirrorless Interchangeable Lens System



**NX100 \$849** (U.P. \$949)  
20-50mm i-Function lens

**TWIN LENS KIT Limited offer only!**  
**NX100 \$999** (U.P. \$1,448)  
20-50mm i-Function lens + 20mm i-Function lens

- 14.6 Megapixels with APS-C Size CMOS Sensor
- Lens Priority Mode
- 3.0" AMOLED Display
- Sound Picture
- HD Movie Recording (720P, H.264)
- Supersonic Dust Reduction and Anti Dust Coating
- Smart Filter

**FREE GIFTS**  
worth up to \$250

- 1 X 8GB SD card
- Samsung Leather Jacket
- NX Workshop



**Students get extra battery & NX Carrying Case FREE! (worth over \$200)**

## Creation comes easy, with the World's First i-Function Lens



- Step 1 Select a mode (P/A/S/M)
- Step 2 Press the i-Function button to select EV, WB, ISO, Scene, Shutter Speed or Aperture
- Step 3 Rotate the value ring to adjust the parameter

**HOT DEAL**

Attractive Bundle with purchase of any NX series- Limited Time Only

Save <b>\$100</b> on lenses	Save <b>\$50</b> on Flash	Save <b>\$99</b> on SEF15A Flash	Save <b>\$150</b> on GPS module
<p>Now: <b>\$379</b> (U.P. \$479) EX-S30NB F2.0</p> <p>Now: <b>\$279</b> (U.P. \$379) EX-S18-55SB F3.5-5.6 OIS</p> <p>Now: <b>\$299</b> (U.P. \$399) EX-T50-200SB F4.0 - 5.6 ED OIS</p>	<p>Now: <b>\$429</b> SEF42A (U.P. \$479)</p> <p>Now: <b>\$209</b> SEF20A (U.P. \$259)</p>	<p>Now: <b>\$100</b> SEF15A (U.P. \$199)</p>	<p>Now: <b>\$149</b> (U.P. \$299)</p>

Check in-store for more details.



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